



REVENUE ROCKET<sup>SM</sup>



**Revenue Rocket<sup>SM</sup> Consulting Group, LLC Presents:**

## **A SURVIVAL GUIDE FOR BUSINESS OBJECTS PARTNERS AS THEY ENTER THE SAP UNIVERSE.**

So, SAP just acquired Business Objects. And IBM just acquired Cognos. And earlier Oracle acquired Hyperion. Welcome to the “eat or be eaten” world of information technology.

While the big guys have at each other like predator and prey the partner community has to keep focused on its business. You have to know how to navigate your way around the myriad of issues and opportunities these occasions represent, such as:

- Are you ready to play in a brand new sandbox? One reason for these acquisitions is defensively protecting your customers and offensively going after your competitors'. What are you doing to insulate your customers and conquer your competitor's?
- Don't expect much from the mother ship. Beware of the distractions these acquisitions create and don't expect much attention while the parents figure out who goes where and who does what, despite what they say.
- Can this be a window-of-opportunity? Use this time to figure out what form your growth strategies ought to take. Is it time to adopt a fortress mentality, look for new partnerships or is it time to think acquisitions for your company?

- Get faster to market. Plan for and implement your own post acquisition integration strategies. These are time consuming and disruptive and they happen when you least need another thing on your plate. But the other guys are doing the same thing, so the faster you get your sales and delivery models in place the faster you can attack the market.
- Think Revenue Rocket. As an IT services growth consultancy, we specialize in helping small-to-midsize IT service executives craft vigorous growth strategies. Of value to the Business Objects community we know both the Business Objects and SAP networks. Having done more merger and acquisitions than anyone else in the small-to-midsize space we know what it takes to create post integration harmony and get your team focused on the battles ahead.

You can learn more about how we go about slaying the growth demons with which you are grappling by contacting Revenue Rocket CEO Mike Harvath at 952.835.2333 or by visiting us at [www.revenuerocket.com](http://www.revenuerocket.com).

**Let's talk.**